

FCC Permits Confirmatory Opt-Out Texts Under TCPA

December 6, 2012

When consumers sign up to receive text messages and later request to opt-out, companies typically send a final message to confirm they've honored the request. Although that confirmation is a good practice and required by the Mobile Marketing Association, several plaintiffs' attorneys have filed lawsuits arguing that the confirmation messages violate the Telephone Consumer Protection Act. (Click [here](#) and [here](#), for example.)

In a ruling that should make companies breathe easier, last week, the FCC determined that such messages do not violate the TCPA. [You can read more about the ruling on the Telecom Law Monitor.](#)